



4

Planning Commission Study Session

TO: PLANNING COMMISSION

FROM: NATHAN WILLIAMS, AICP, SENIOR PLANNER *NW*
(480) 503-6805, NATHAN.WILLIAMS@GILBERTAZ.GOV

THROUGH: CATHERINE LORBEER, AICP, PRINCIPAL PLANNER *cl*
(480) 503-6016, CATHERINE.LORBEER@GILBERTAZ.GOV

MEETING DATE: DECEMBER 4, 2019

SUBJECT: A. GP19-06: ACERO VAL VISTA, REQUEST FOR MINOR GENERAL PLAN AMENDMENT TO CHANGE THE LAND USE CLASSIFICATION OF APPROX. 14.88 ACRES GENERALLY LOCATED AT THE NORTHEAST CORNER OF QUARTZ STREET AND MELROSE STREET FROM REGIONAL COMMERCIAL (RC) TO RESIDENTIAL > 14-25 DU/ ACRE.

B. Z19-18: ACERO VAL VISTA, REQUEST TO REZONE APPROX. 14.88 ACRES GENERALLY LOCATED AT NORTHEAST CORNER OF QUARTZ STREET AND MELROSE STREET FROM REGIONAL COMMERCIAL (RC) TO MULTI-FAMILY-MEDIUM (MF/M).

STRATEGIC INITIATIVE: Prosperous Community

The proposed general plan amendment and rezoning would allow for a multi-family apartment home development on an existing undeveloped regional commercial property.

RECOMMENDED MOTION

A. No motion requested, and

B. No motion requested.

APPLICANT

Company: Pew & Lake, PLC
Name: Ralph Pew
Address: 1744 S. Val Vista Dr. #217
Mesa, AZ 85204
Phone: 480-461-4670
Email: ralph.pew@pewandlake.com

OWNER

Name: Ty LeSueur
Address: 3850 E. Baseline Rd., Suite #114
Mesa, AZ 85204
Phone: 480-424-3400
Email: ty@lesueurinvestments.com

BACKGROUND/DISCUSSION

History

Date	Description
October 23, 2007	Town Council approved annexation (A07-67) under Ordinance No. 2074 for 39.16 acres of land including the subject site, located at the southwest corner of Val Vista Drive and Willis Road.
November 13, 2007	Town Council approved rezoning (Z07-101) under Ordinance No. 2084 to rezone 39.16 acres, including the subject site, to Town of Gilbert, Regional Commercial (RC) zoning district.

Overview

The subject site is currently an undeveloped 14.88 acre parcel with an existing land use designation of Regional Commercial (RC) and zoned Regional Commercial (RC). The applicant is requesting a change the existing General Plan land use classification to Residential > 14-25 DU/ Acre and is also requesting a change in zoning to Multi-Family/ Medium (MF/M) zoning district for the subject site.

Surrounding Land Use & Zoning Designations

	Existing Land Use Classification	Existing Zoning	Existing Use
North	Regional Commercial (RC)	Regional Commercial (RC)	Existing Congregate Care Living Facilities
South	Regional Commercial (RC)	Regional Commercial (RC)	Undeveloped
East	General Office (GO)	General Office (GO)	Existing QT Fueling Facility
West	Public Facility/ Institutional (PF/I)	Public Facility/ Institutional (PF/I)	Campo Verde High School
Site	Regional Commercial (RC)	Regional Commercial (RC)	Undeveloped

General Plan

The General Plan request is to change the existing land use of 14.88 acres generally located at northeast corner Quartz Street and Melrose Street. The applicant notes that they are proposing a more viable mix of uses on the subject site as a part of the overall 80-acre Regional Commercial site. The applicant has noted that the impacts of e-commerce and online retail has negatively

impacted the demand for standard retail development on the 14.88-acre site. Additionally, the applicant notes that the location of the site behind existing commercial development with only collector street frontages and not on an arterial street frontage would make this particular subject site, in the applicant's opinion, more difficult to utilize for typical retail development.

Staff notes that the subject site has remained an undeveloped commercial parcel within the Santan Character Area, since it's rezoning in 2007. However, there are a significant number of land uses permitted by-right under the Regional Commercial zoning district other than standard retail development. Additionally, staff notes that the subject site is a part of the Val Vista Medical Growth Area as identified in the General Plan.

Val Vista Medical Growth Area

The Val Vista Medical Growth Area is located south of the Loop 202 Santan Freeway. It extends one-quarter mile west of Val Vista Road, east to Greenfield Road and Queen Creek Road to the south. The hospital is the economic catalyst within this growth area. The hospital, located southeast of the Val Vista Road and Loop 202 Santan Freeway interchange, has spurred growth in the medical office, medical research and rehabilitation/care facilities. Support amenities to the above noted uses are quickly being developed. The Town anticipates that this area will continue to grow with medical office, general office and business park land uses supported by mixed-use, commercial and hospitality uses.

Rezoning

The applicant is requesting to rezone 14.88 acres generally located at northeast corner of Quartz Street and Melrose Street from Regional Commercial (RC) to conventional Multi-Family-Medium (MF/M). There is no Planned Area Development (PAD) overlay zoning district requested under this application. The effect will be to permit a multi-family housing development on the subject site.

The location of the proposed 14.88-acre MF/M zoning district is between the existing QT Fueling station to the east, two (2) Congregate Living facilities to the north and the Campo Verde High School and Quartz Elementary School to the west. The developer/ property owner will need to dedicate and provide for the necessary improvements for Quartz and Melrose streets, if the rezoning request is approved.

PUBLIC NOTIFICATION AND INPUT

To date, two (2) neighborhood meetings have been held on the subject request. The first neighborhood meeting was held on October 16, 2018 at the Quartz Elementary School (approx. 8 residents in attendance) and the second neighborhood meeting was held on November 19, 2019 at the Quartz Elementary School. The residents had a number of comments regarding why there is a need for more apartment homes, how the development will impact traffic in the area and how it will be buffered from residential properties to the south; as well as the types of units that would be offered in the apartment homes and how these will compare to other apartment homes in the area.

PROPOSITION 207

An agreement to “Waive Claims for Diminution in Value” pursuant to A.R.S. § 12-1134 was signed by the landowners of the subject site, in conformance with Section 5.201 of the Town of Gilbert Land Development Code. This waiver is located in the case file.

REQUESTED INPUT

Planning Staff has completed multiple reviews of the project and provided comments to the applicant. Additional comment and feedback from the Planning Commission is requested at this time.

1. Input regarding the proposed land use and zoning change from regional commercial to multi-family residential land uses for the 14.88-acre site.
2. Input regarding proposed location and newly proposed balance of multi-family residential and commercial portion of the general plan amendment and rezoning requests.

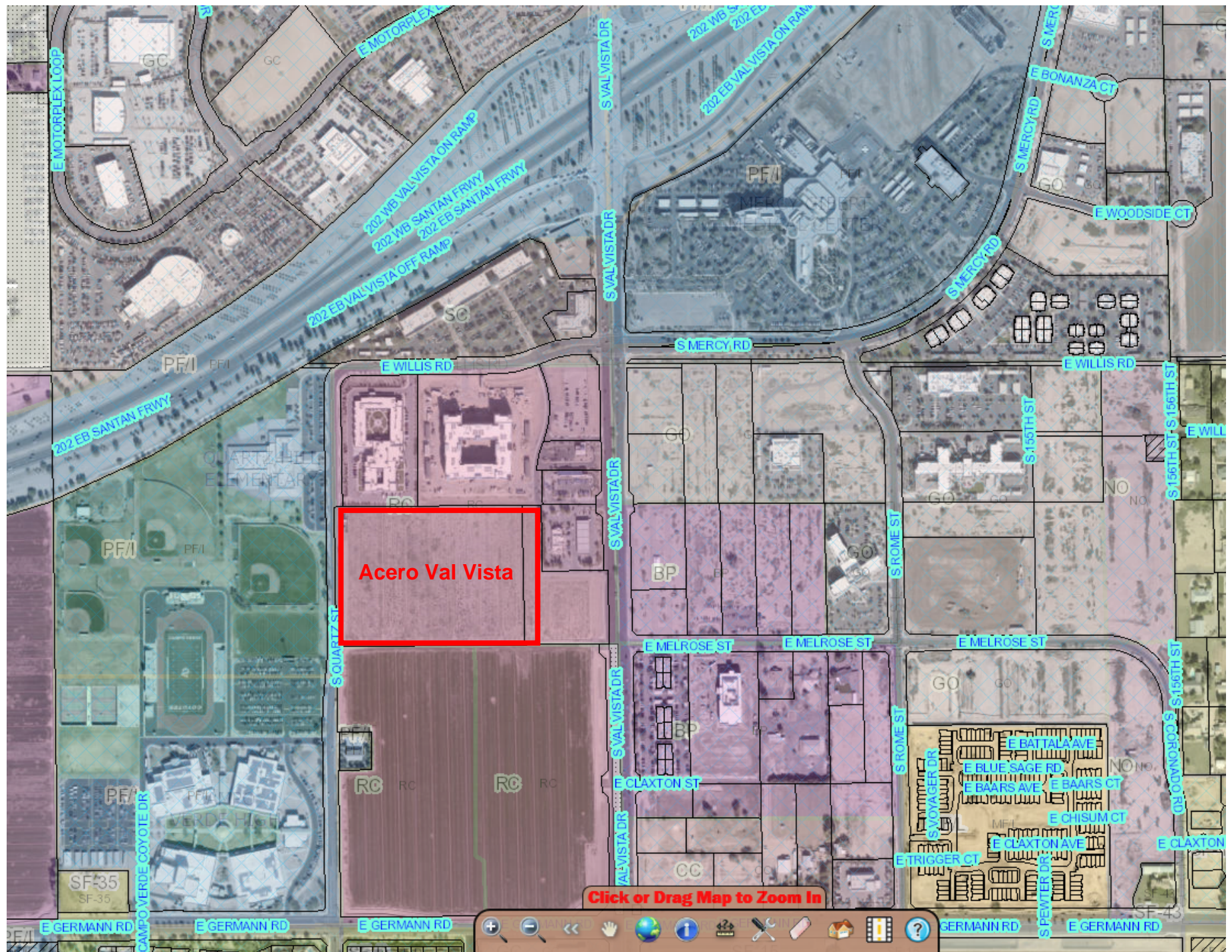
STAFF RECOMMENDATION

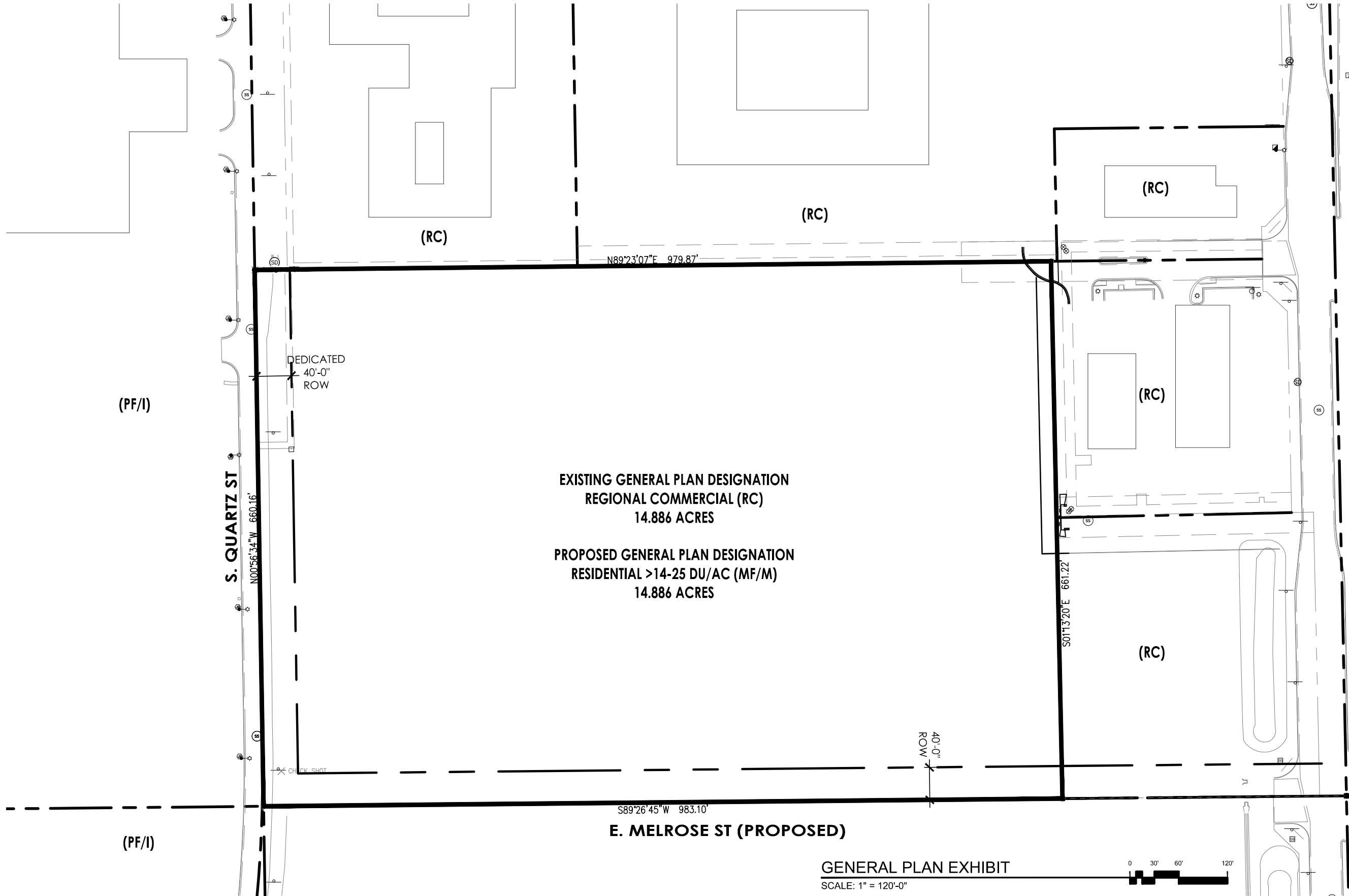
- A. Staff requests Planning Commission input; and
- B. Staff requests Planning Commission input.

Respectfully submitted,
/S/
Nathan Williams, AICP
Senior Planner

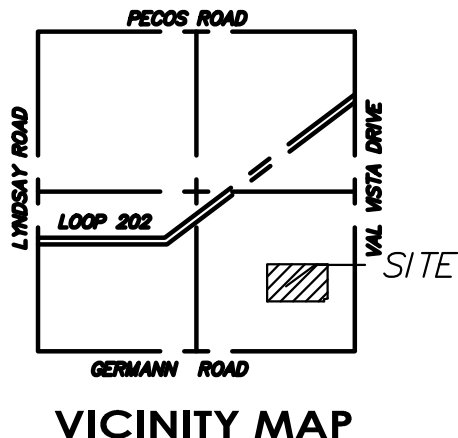
Attachments and Enclosures:

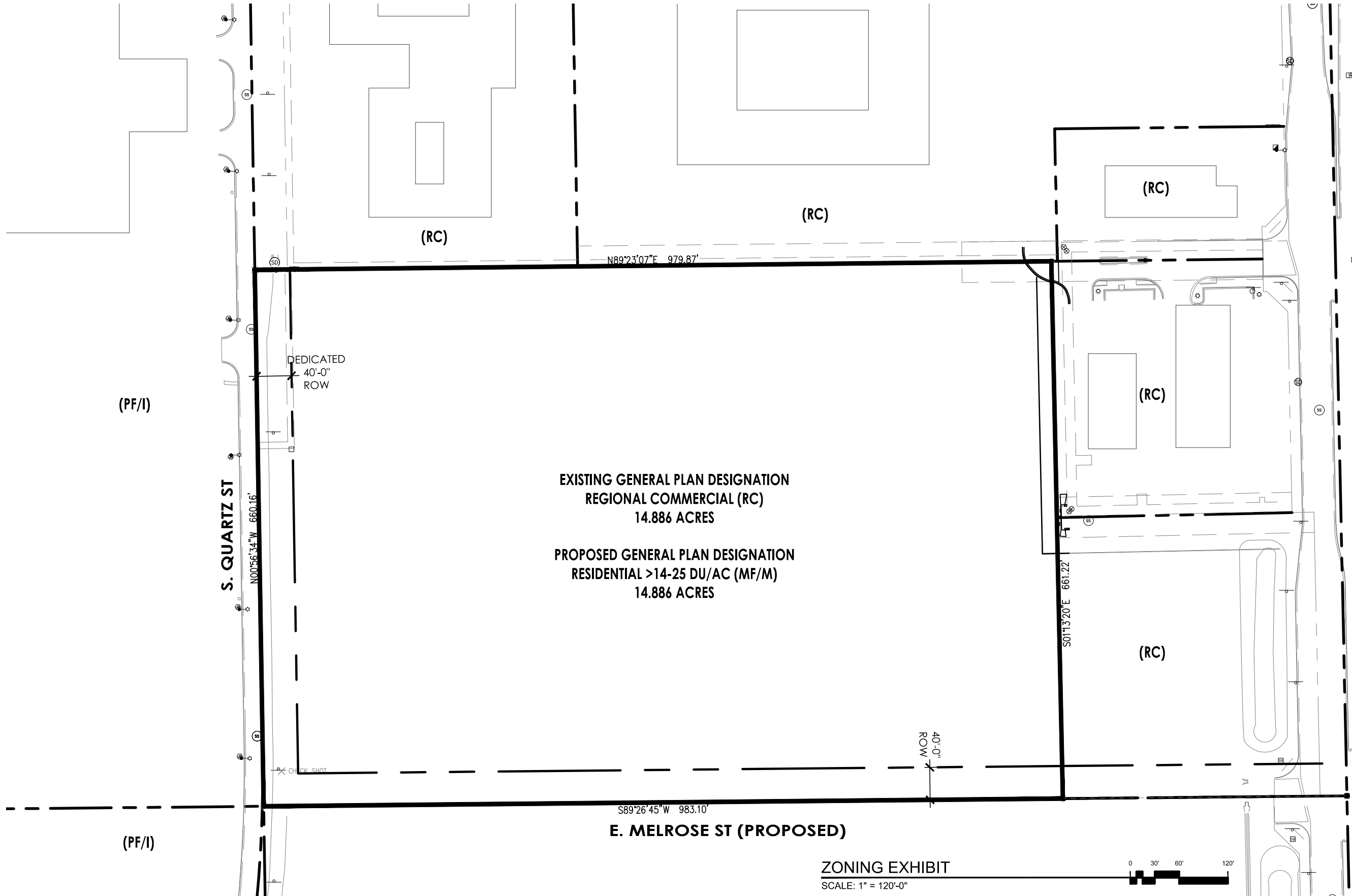
- 1) Vicinity Map/ Aerial Photo
- 2) Land Use Exhibit
- 3) Zoning Exhibit
- 4) Preliminary Site Plan (Reference Only)
- 5) Project Narrative (16 pages)





PROJECT DATA		
DESCRIPTION	ACREAGE (+/- GROSS)	ACREAGE (+/- NET)
EXISTING GENERAL PLAN LAND USE CLASSIFICATION		
REGIONAL COMMERCIAL (RC)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
PROPOSED GENERAL PLAN LAND USE CLASSIFICATION		
RESIDENTIAL>14-25 DU/AC (MF-M)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
EXISTING ZONING		
REGIONAL COMMERCIAL (RC)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
PROPOSED ZONING		
MULTIFAMILY MEDIUM (MF-M)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
DENSITY	22.03 DU/AC	

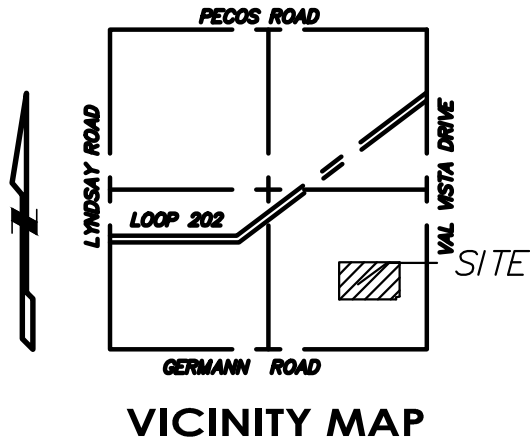




PROJECT DATA		
DESCRIPTION	ACREAGE (+/- GROSS)	ACREAGE (+/- NET)
EXISTING GENERAL PLAN LAND USE CLASSIFICATION		
REGIONAL COMMERCIAL (RC)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
PROPOSED GENERAL PLAN LAND USE CLASSIFICATION		
RESIDENTIAL>14-25 DU/AC (MF-M)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
EXISTING ZONING		
REGIONAL COMMERCIAL (RC)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
PROPOSED ZONING		
MULTIFAMILY MEDIUM (MF-M)	14.8860 ACRES (648,433 S.F.)	13.41 ACRES (584,450 S.F.)
DENSITY	22.03 DU/AC	

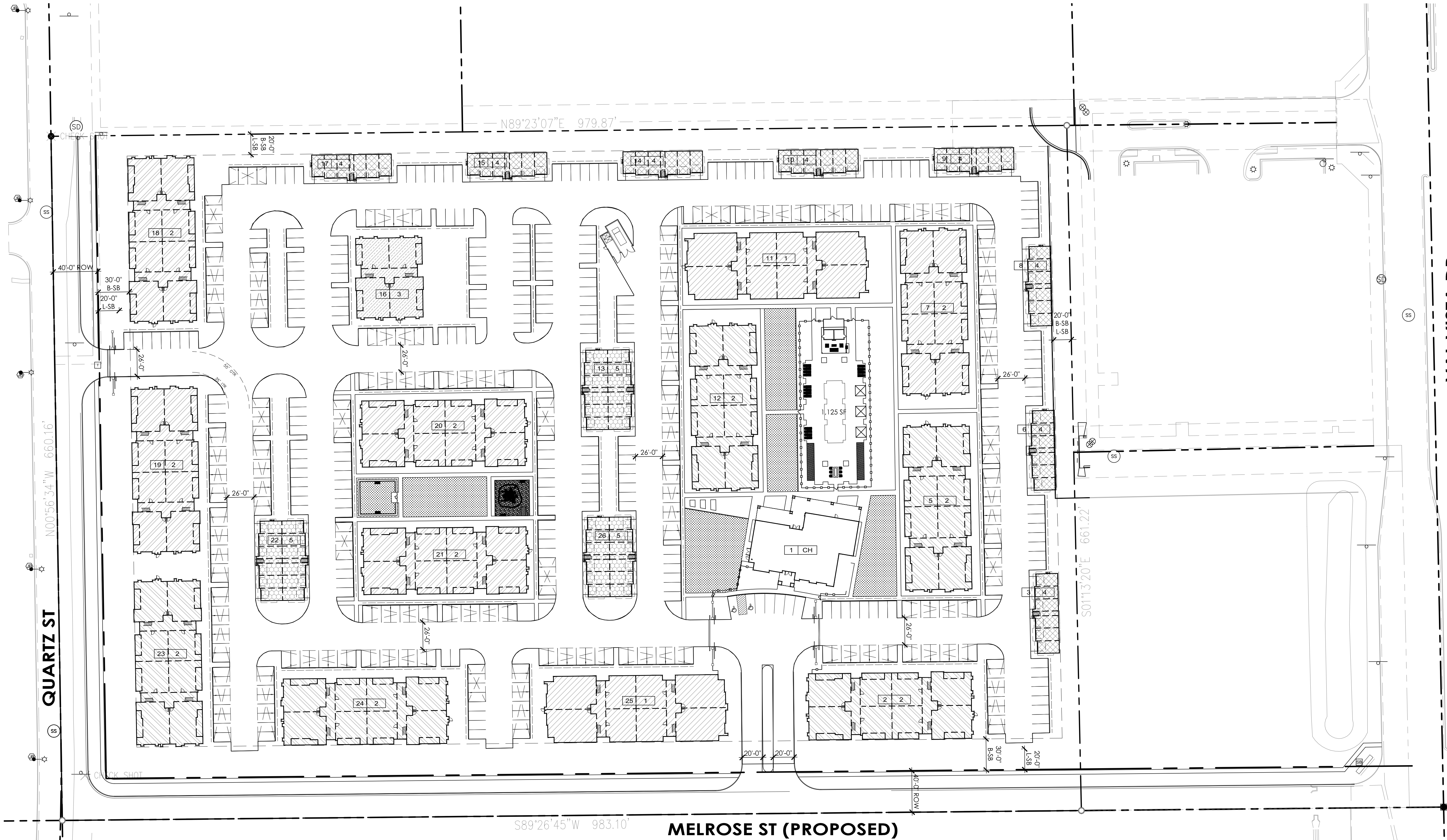
OWNER: IDM APARTMENTS PHOENIX
7025 E GREENWAY PARKWAY, SUITE 520
SCOTTSDALE, AZ 85254
ATTN: BRAD RICHARDSON

S. VAL VISTA DR

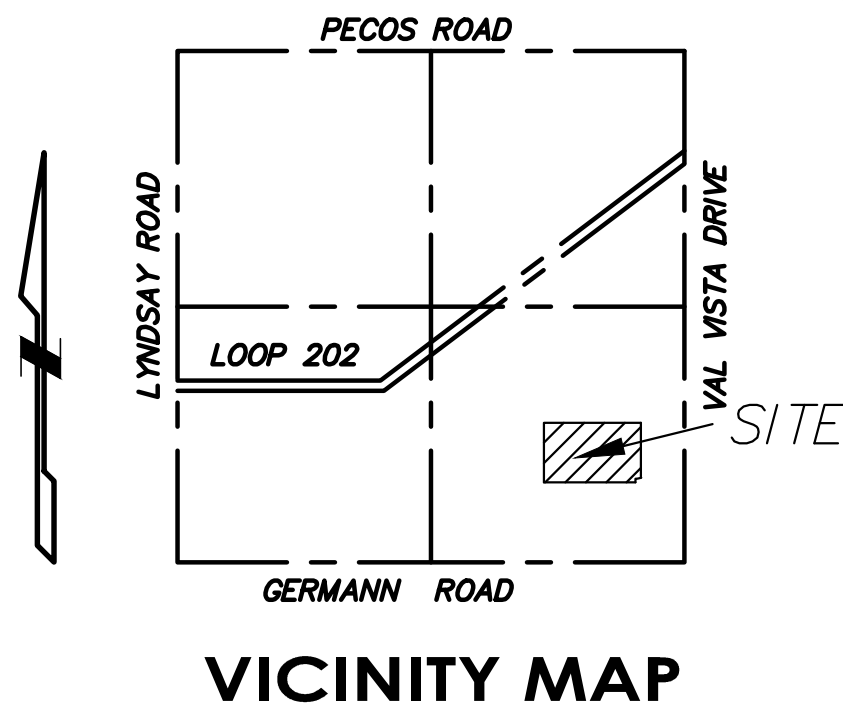


ZONING EXHIBIT
SCALE: 1" = 120'-0"





PRELIMINARY SITE PLAN
SCALE: 1" = 50'-0"



PROJECT DATA

OWNER: IDM APARTMENTS PHOENIX 7025 E GREENWAY PARKWAY, SUITE 520 SCOTTSDALE, AZ 85254 ATTN: BRAD RICHARDSON	
ARCHITECT: BMA ARCHITECTURE 2915 E BASELINE RD, SUITE 120 GILBERT, AZ 85234 ATTN: BRIAN M ANDERSEN, AIA	
SITE DATA	
ADDRESS:	NEC MELROSE ST & QUARTZ ST GILBERT, AZ
APN NUMBER:	304-54-016H
SITE AREA (GROSS):	14.886 ACRES (648,433 S.F.)
SITE AREA (NET):	13.41 ACRES (584,450 S.F.)
CURRENT ZONING:	RC
PROPOSED ZONING:	MF-M
PROPOSED USE:	MULTIFAMILY - APARTMENTS
BUILDING HEIGHT	
ALLOWED:	40'-0"
PROVIDED:	1.2 & 3 STORIES (40' MAX)
NET LAND AREA PER UNIT	
MIN / MAX:	1,750 SF/DU / 3,100 SF/DU
PROVIDED:	648,433 SF / 328 DU = 1,977 SF/DU
	328 UNITS/14.8860 ACRES = 22.03 D.U./ACRE
OPEN SPACE	
MINIMUM	40% OF NET SITE
PROVIDED:	40.32% (235,704 SF / 584,450 SF)
PERIMETER BUILDING SETBACKS	REQUIRED PROVIDED
FRONT	30' 30'
SIDE STREET	30' 30'
SIDE NON RESIDENTIAL	20' 20'
REAR NON RESIDENTIAL	20' 20'
PERIMETER LANDSCAPE AREA DEPTH:	
FRONT	20' 20'
SIDE STREET	20' 20'
SIDE NON RESIDENTIAL	20' 20'
REAR NON RESIDENTIAL	20' 20'
SEPARATION BETWEEN BUILDINGS	
MINIMUM	20' 20'
PRIVATE OPEN SPACE PER UNIT	
MIN REQUIRED	60 SF (NO DIM LESS THAN 6')
MIN PROVIDED	87 SF (NO DIM LESS THAN 6')
GROSS UNIT MIX	
UNIT TYPE	# OF UNITS % OF UNITS
A1 - 1 BEDROOM	84 UNITS 26 %
A2 - 1 BEDROOM	66 UNITS 20 %
L1 - 1 BEDROOM	28 UNITS 7 %
B1 - 2 BEDROOM	60 UNITS 20 %
B2 - 2 BEDROOM	66 UNITS 20 %
C1 - 3 BEDROOM	24 UNITS 7 %
TOTAL	328 UNITS 100 %
GROSS PARKING	
REQUIRED:	# UNITS SPACES REQ'D
1 BEDROOM UNITS	178 x 1.0 = 178 P.S.
2 BEDROOM UNITS	126 x 2.0 = 252 P.S.
3 BEDROOM UNITS	24 x 2.0 = 48 P.S.
GUEST	328 x .25 = 82 P.S.
REQUIRED TOTAL:	560 P.S.
MIN COVERED PARKING:	SPACES REQ'D
GROSS UNITS	328 x 1.0 = 328 P.S.
ENCLOSED PARKING (GARAGE)	328 x .25 = 82 P.S.
ACCESSIBLE PARKING:	
REQUIRED:	12 P.S.
PROVIDED:	
OPEN STALL	= 234 P.S.
CARPPOOL STALL	= 300 P.S.
GARAGE	= 84 P.S.
PROVIDED TOTAL:	(1.88 :1) 618 P.S.

LEGEND:	
	BUILDING NUMBER
	BUILDING TYPE
	BUILDING TYPE 1- 3 STORY (12-1BR, 12-3BR)
	BUILDING TYPE 2 - 3 STORY (12-1BR, 12-2BR)
	BUILDING TYPE 3 - 3 STORY (6-1BR, 6-2BR)
	BUILDING TYPE 4 - 2 STORY CARRIAGE (2-1BR)
	BUILDING TYPE 5 - 2 STORY CARRIAGE (4-1BR)



PROPOSED NEW MULTI-FAMILY DEVELOPMENT FOR:
IDM
ACERO VAL VISTA
NEC MELROSE ST (PROPOSED) & QUARTZ ST
GILBERT, AZ

dwg name: PRELIMINARY
SITE PLAN
dwg no: SD1.00
date: 8-12-2019
job no: 2019.16 log no:

Acero Val Vista

NEC of Melrose and Quartz Streets Gilbert, Arizona

Minor General Plan Amendment and Rezoning Narrative



Prepared for:



IDM Companies, Inc.

Submitted by:

W. Ralph Pew
Pew & Lake, PLC
1744 S. Val Vista Drive, Suite 217
Mesa, AZ 85204

Submitted to:

The Town of Gilbert

August 15, 2019

Contents

Development Team3

About IDM Companies3

Project Overview4

Relationship to Surrounding Properties4

Existing General Plan Designation and Zoning Classification5

Zoning History.....7

Our Requests8

Conceptual Development Plan8

General Plan Analysis9

Zoning Analysis 14

Neighborhood Outreach..... 14

Conclusion 14

Development Team

Applicant

Mr. W. Ralph Pew
Pew & Lake, PLC
1744 South Val Vista Drive, Suite 217
Mesa, AZ 85204
ralph.pew@pewandlake.com

Property Owner

Mr. Ty LeSueur
LeSueur Investments II, LLC
3850 East Baseline Road, Suite 114
Mesa, AZ 85206
ty@lesueurinvestments.com

Developer

Mr. Brad Richardson
IDM Companies
7025 E. Greenway Parkway, Suite 520
Scottsdale, AZ 85255
bradly.richardson@idmcompanies.com

Architect

Mr. Brian Andersen
BMA architecture, llc
207 North Gilbert Road, Suite 001
Gilbert, AZ 85234
brian@bmaarchitecture.com

About IDM Companies

Headquartered in Vancouver, Washington, IDM has been developing and managing high-quality live, work and business spaces in the greater Portland, OR area since 1993. The friendly and proactive staff at IDM manages their portfolio of properties with a concierge-style approach – which is designed to enhance the day-to-day experiences of the residents. Unlike most multi-family developers who sell projects at completion, IDM builds projects that it plans to own for generations. This approach aligns the company with the neighborhoods in which they develop and creates a symbiotic relationship between the success and maintenance of a project and the overall enhancement of a neighborhood.

IDM has maintained continued growth in the multi-family industry by adhering to a strategic vision based on values of faith, respect and integrity. Unlike many other multi-family developers, IDM manages the operations of the communities they develop. Each venture into a new community is viewed as a long-term investment. Currently operating in three states, IDM is expanding further into the Pacific Northwest and Southwest regions. Acero Val Vista will be their second foray into the Town of Gilbert. Acero Cooley Station near Recker and Williams Field Roads is presently in the construction phase of development and is expected to open in 2020.

Project Overview

Pew & Lake PLC, on behalf of IDM Companies and LeSueur Investments, is pleased to submit this project narrative and Conceptual Site Plan for Acero Val Vista, a proposed multifamily development on 14.8 gross acres located at the northeast corner of Melrose and Quartz Streets in the Town of Gilbert. The proposed development site is part of a larger, +/-55-acre piece of vacant, agricultural property that is zoned Regional Commercial (RC). It is known as Maricopa County Parcel Number 304-54-016H and the approximate boundaries of the proposed development site are shown below.



Relationship to Surrounding Properties

The subject site is surrounded by a variety of land uses. Directly west of the site are two schools—Quartz Hill Elementary School and Campo Verde High School. Immediately north of the site are

two new senior housing developments- an assisted living and memory care campus and an active adult multi-family development known as The Aspens at Mariposa Point. Further north is the Copper Point business park. There are small commercial properties along Val Vista Drive that include a QT gas station, car wash and Dutch Bros. coffee. Directly south of the site is a vacant 36-acre parcel with frontage along Val Vista Drive and Germann Road- major arterials in the Town of Gilbert.

Further to the north of the 202 Freeway there is a major commercial core within the Town of Gilbert, with a large auto mall and major retail development including San Tan Village and San Tan Village Marketplace. To the east is Mercy Gilbert, a regional hospital and medical campus with a significant amount of medical office space.

	General Plan Designation	Zoning	Existing Use
North	Regional Commercial/Shopping Center	Regional Commercial/Shopping Center	Senior Living Facilities/ Business Park
South	Regional Commercial/GC and Res>1-2	Regional Commercial/GC and SF-D	Vacant
East	Regional Commercial/ Business Park	Regional Commercial/ Business Park	Vacant/QuikTrip Dutch Bros
West	Public Facility/Institutional	Public Facility/Institutional	Campo Verde High School
Project Site	Regional Commercial	Regional Commercial	Vacant Agricultural

Existing General Plan Designation and Zoning Classification

As shown above and in the graphics on the next page, the site is currently designated as Regional Commercial (RC) in the Town of Gilbert General Plan and on the Zoning map.

Town of Gilbert General Plan Map

General Plan
LAND USE CLASSIFICATIONS

- Residential > 0 - 1 DU/Acre (SF-43, SF-35)
- Residential > 1 - 2 DU/Acre (SF-35, SF-15)
- Residential > 2 - 3.5 DU/Acre (SF-15, SF-10, SF-8, SF-7)
- Residential > 3.5 - 5 DU/Acre (SF-10, SF-8, SF-7, SF-7)
- Residential > 5 - 8 DU/Acre (SF-8, SF-7, SF-7)
- Residential > 8 - 14 DU/Acre (SF-7, SF-7, SF-7)
- Residential > 14 - 25 DU/Acre (MFM)
- Residential > 25 - 60 DU/Acre
- Village Center (VC)
- Neighborhood Commercial (NC)
- Community Commercial (CC)
- Shopping Center (SC)
- General Commercial (GC)
- Regional Commercial (RC)
- Neighborhood Office (NO)
- General Office (GO)
- Business Park (BP)
- Light Industrial (LI)
- General Industrial (GI)
- Golf Course (GFC)
- Parks/Recreation (PR)
- Public Facility/Institutional (PF)
- Utility/Transportation (UT)

Map Labels: SANTAN, FREEWAY, GERMANN, LO, R-1-2, R-2-3.5, R-3-5, R-4-1, R-5-8, R-6-1, R-7-7, R-8-1, R-9-1, R-10-1, R-11-1, R-12-1, R-13-1, R-14-1, R-15-1, R-16-1, R-17-1, R-18-1, R-19-1, R-20-1, R-21-1, R-22-1, R-23-1, R-24-1, R-25-1, R-26-1, R-27-1, R-28-1, R-29-1, R-30-1, R-31-1, R-32-1, R-33-1, R-34-1, R-35-1, R-36-1, R-37-1, R-38-1, R-39-1, R-40-1, R-41-1, R-42-1, R-43-1, R-44-1, R-45-1, R-46-1, R-47-1, R-48-1, R-49-1, R-50-1, R-51-1, R-52-1, R-53-1, R-54-1, R-55-1, R-56-1, R-57-1, R-58-1, R-59-1, R-60-1, R-61-1, R-62-1, R-63-1, R-64-1, R-65-1, R-66-1, R-67-1, R-68-1, R-69-1, R-70-1, R-71-1, R-72-1, R-73-1, R-74-1, R-75-1, R-76-1, R-77-1, R-78-1, R-79-1, R-80-1, R-81-1, R-82-1, R-83-1, R-84-1, R-85-1, R-86-1, R-87-1, R-88-1, R-89-1, R-90-1, R-91-1, R-92-1, R-93-1, R-94-1, R-95-1, R-96-1, R-97-1, R-98-1, R-99-1, R-100-1, R-101-1, R-102-1, R-103-1, R-104-1, R-105-1, R-106-1, R-107-1, R-108-1, R-109-1, R-110-1, R-111-1, R-112-1, R-113-1, R-114-1, R-115-1, R-116-1, R-117-1, R-118-1, R-119-1, R-120-1, R-121-1, R-122-1, R-123-1, R-124-1, R-125-1, R-126-1, R-127-1, R-128-1, R-129-1, R-130-1, R-131-1, R-132-1, R-133-1, R-134-1, R-135-1, R-136-1, R-137-1, R-138-1, R-139-1, R-140-1, R-141-1, R-142-1, R-143-1, R-144-1, R-145-1, R-146-1, R-147-1, R-148-1, R-149-1, R-150-1, R-151-1, R-152-1, R-153-1, R-154-1, R-155-1, R-156-1, R-157-1, R-158-1, R-159-1, R-160-1, R-161-1, R-162-1, R-163-1, R-164-1, R-165-1, R-166-1, R-167-1, R-168-1, R-169-1, R-170-1, R-171-1, R-172-1, R-173-1, R-174-1, R-175-1, R-176-1, R-177-1, R-178-1, R-179-1, R-180-1, R-181-1, R-182-1, R-183-1, R-184-1, R-185-1, R-186-1, R-187-1, R-188-1, R-189-1, R-190-1, R-191-1, R-192-1, R-193-1, R-194-1, R-195-1, R-196-1, R-197-1, R-198-1, R-199-1, R-200-1, R-201-1, R-202-1, R-203-1, R-204-1, R-205-1, R-206-1, R-207-1, R-208-1, R-209-1, R-210-1, R-211-1, R-212-1, R-213-1, R-214-1, R-215-1, R-216-1, R-217-1, R-218-1, R-219-1, R-220-1, R-221-1, R-222-1, R-223-1, R-224-1, R-225-1, R-226-1, R-227-1, R-228-1, R-229-1, R-230-1, R-231-1, R-232-1, R-233-1, R-234-1, R-235-1, R-236-1, R-237-1, R-238-1, R-239-1, R-240-1, R-241-1, R-242-1, R-243-1, R-244-1, R-245-1, R-246-1, R-247-1, R-248-1, R-249-1, R-250-1, R-251-1, R-252-1, R-253-1, R-254-1, R-255-1, R-256-1, R-257-1, R-258-1, R-259-1, R-260-1, R-261-1, R-262-1, R-263-1, R-264-1, R-265-1, R-266-1, R-267-1, R-268-1, R-269-1, R-270-1, R-271-1, R-272-1, R-273-1, R-274-1, R-275-1, R-276-1, R-277-1, R-278-1, R-279-1, R-280-1, R-281-1, R-282-1, R-283-1, R-284-1, R-285-1, R-286-1, R-287-1, R-288-1, R-289-1, R-290-1, R-291-1, R-292-1, R-293-1, R-294-1, R-295-1, R-296-1, R-297-1, R-298-1, R-299-1, R-300-1, R-301-1, R-302-1, R-303-1, R-304-1, R-305-1, R-306-1, R-307-1, R-308-1, R-309-1, R-310-1, R-311-1, R-312-1, R-313-1, R-314-1, R-315-1, R-316-1, R-317-1, R-318-1, R-319-1, R-320-1, R-321-1, R-322-1, R-323-1, R-324-1, R-325-1, R-326-1, R-327-1, R-328-1, R-329-1, R-330-1, R-331-1, R-332-1, R-333-1, R-334-1, R-335-1, R-336-1, R-337-1, R-338-1, R-339-1, R-340-1, R-341-1, R-342-1, R-343-1, R-344-1, R-345-1, R-346-1, R-347-1, R-348-1, R-349-1, R-350-1, R-351-1, R-352-1, R-353-1, R-354-1, R-355-1, R-356-1, R-357-1, R-358-1, R-359-1, R-360-1, R-361-1, R-362-1, R-363-1, R-364-1, R-365-1, R-366-1, R-367-1, R-368-1, R-369-1, R-370-1, R-371-1, R-372-1, R-373-1, R-374-1, R-375-1, R-376-1, R-377-1, R-378-1, R-379-1, R-380-1, R-381-1, R-382-1, R-383-1, R-384-1, R-385-1, R-386-1, R-387-1, R-388-1, R-389-1, R-390-1, R-391-1, R-392-1, R-393-1, R-394-1, R-395-1, R-396-1, R-397-1, R-398-1, R-399-1, R-400-1, R-401-1, R-402-1, R-403-1, R-404-1, R-405-1, R-406-1, R-407-1, R-408-1, R-409-1, R-410-1, R-411-1, R-412-1, R-413-1, R-414-1, R-415-1, R-416-1, R-417-1, R-418-1, R-419-1, R-420-1, R-421-1, R-422-1, R-423-1, R-424-1, R-425-1, R-426-1, R-427-1, R-428-1, R-429-1, R-430-1, R-431-1, R-432-1, R-433-1, R-434-1, R-435-1, R-436-1, R-437-1, R-438-1, R-439-1, R-440-1, R-441-1, R-442-1, R-443-1, R-444-1, R-445-1, R-446-1, R-447-1, R-448-1, R-449-1, R-450-1, R-451-1, R-452-1, R-453-1, R-454-1, R-455-1, R-456-1, R-457-1, R-458-1, R-459-1, R-460-1, R-461-1, R-462-1, R-463-1, R-464-

Town of Gilbert General Plan Map

**General Plan
LAND USE CLASSIFICATIONS**

- Residential > 0 - 1 DU/Acre (SF-43, SF-35)
- Residential > 1 - 2 DU/Acre (SF-35, SF-15)
- Residential > 2 - 3.5 DU/Acre (SF-15, SF-10, SF-8, SF-7)
- Residential > 3.5 - 5 DU/Acre (SF-10, SF-8, SF-7, SF-7)
- Residential > 5 - 8 DU/Acre (SF-6, SF-4, SF-4)
- Residential > 8 - 14 DU/Acre (SF-4, SF-4, MF-1)
- Residential > 14 - 25 DU/Acre (MF-1)
- Residential > 25 - 50 DU/Acre
- Village Center (VC)
- Neighborhood Commercial (NC)
- Community Commercial (CC)
- Shopping Center (SC)
- General Commercial (GC)
- Regional Commercial (RC)
- Neighborhood Office (NO)
- General Office (GO)
- Business Park (BP)
- Light Industrial (LI)
- General Industrial (GI)
- Golf Course (GFC)
- Park/Retention (PR)
- Public Facility/Institutional (PF)
- Utility/Transportation (UT)

Zoning History

1996-1998:	LeSueur Investments (et al) purchased and assembled the 80 acres located at the NWC of Val Vista and Germann Roads.
December 2003:	Banner Health approached LeSueur Investments about purchasing the north 40 acres of the above-referenced property.
2004:	Banner Health pursued commercial entitlements necessary to construct a hospital campus with a heliport in Maricopa County, with the Town of Gilberts approval.
2005:	Banner Health notified LeSueur Investments that Mercy Gilbert Health was moving forward with the construction of a hospital on the east side of Val Vista, and therefore Banner abandoned plans to construct a hospital. LeSueur Investments exercised contractual rights to repurchase the north 40 acres.
September 2007:	The north 40 acres were annexed into the Town of Gilbert (Ord. No. 2074), anticipated as a commercial use.
November 2007:	The north 40 are zoned in the Town of Gilbert (Z07-101) from RU-43 (Maricopa County Zoning) to Regional Commercial (RC) in the Town of Gilbert. It is important to note that at this time multi-family was an allowed use (with a conditional use permit) in the RC Zoning District. The property owner fully anticipated that a portion of the newly-zoned RC property would be developed for multi-family uses as part of the overall master plan.
January 2008:	Duke Realty purchased the northernmost half of the 40 acres with plans for a Class A Office Complex. The Project is never constructed as contemplated and Duke sells the Property in 2015.
August 2009:	Campo Verde High School is constructed and opens.
2015 thru 2018:	Via West developed an Assisted Living Facility, Senior Living Apartment Complex, and Retail Pads.
June 2019:	The Town of Gilbert Amended the Zoning Code to remove Multi-Family as an allowed use within the RC Zoning district.

Our Requests

Our requests to the Town of Gilbert are:

1. A minor General Plan Amendment on 14.88 acres of property from Regional Commercial (RC) to Residential > 14-25 du/ac (MF/M), and
2. A rezone of 14.88 acres of property from Regional Commercial to Multi-family/Medium (MF/M).

Approval of these requests will provide for the development of a 328-unit multi-family community that will allow the current property owners to “right-size” the overall parcel for commercial uses. By bringing new residents to this area, the marketability of the remaining 40-acre commercial property will increase. Acero Val Vista will bring a high-quality, multi-family use that will be of a superior level of design quality and that will complement and enhance the surrounding area by contributing to the diversity of housing options in the vicinity. Moreover, the proposed development described in this application has been designed to retain the arterial corner of Val Vista and Germann for RC uses in a format that is realistic and sustainable for the Town of Gilbert.

Conceptual Development Plan

As noted previously, Acero Val Vista is proposed to be a 328-unit multi-family community. The primary entrance into the gated community will be via Melrose Street, with a secondary access point on Quartz Street. The entire community will be comprised of twenty-four residential buildings that are either two- or three-stories tall. None of the buildings are over 40-feet tall, which is the allowable height in the MF/M zoning district and is well below the 90-foot allowable height in the Vertical Overlay District, in which this property is situated. Within these residential buildings are apartment units that range from 768 to 1,330 square feet. As shown on the elevations on the cover of this narrative, the architecture is proposed to be modern and clean, with a minimum of applied materials.

There will be two amenity areas in Acero. The main amenity area, located at the primary entry into the community will feature a single-story clubhouse, resort-style swimming pool, cabanas and outdoor barbeque area. The smaller, secondary amenity area will have a community garden, walking path, dog park and a tot lot.

As shown on the site plan, the proposed development meets all the code requirements for

parking. There are a total of 618 parking spaces, with the required mix of standard spaces, covered spaces and garaged spaces.

General Plan Analysis

The Town's General Plan Amendment application procedures recommend that the applicant and address the following factors:

A. Why is the current General Plan designation not suitable?

There are a number of reasons that the General Plan designation for this property is unsuitable. They are:

1. the location of this property at the intersection of two collector streets,
2. many of the hospital/medical uses that are permitted in the RC district have already located and will continue to be located across Val Vista Drive,
3. the proximity of this parcel to the schools,
4. the reduced format of retail development as well as the changing landscape of retail development has reduced the need for RC properties in Gilbert and other parts of the Valley.

The following paragraphs address in greater detail, the bullet points addressed above.

Location: The location of this property at the intersection of two collector streets makes typical Regional Commercial development improbable. As shown on the Town's General Plan Land Use map, RC property in Gilbert is typically located adjacent to arterial streets, or along the 202 Freeway. This is due to the fact that these sites feature easy access or enhanced visibility. The proposed development site is 400 feet from Val Vista Drive, over 600 feet from the 202 Freeway and over 1,330 feet from Germann Road. At these distances, there is no opportunity for arterial or freeway signage and access is not simple.

It is also worth noting that the Town's Transportation Master Plan requires Melrose Street to extend west from Val Vista to Quartz Street in the configuration and location as shown on the development plan. This location of Melrose Street creates the ideal dividing line between RC and the proposed MFM uses. As a Town-designated collector street the property owner and developer have no authority to change the location or configuration of Melrose Street.

Lack of Suitability for a Medical Use: When Banner Hospital was considering locating a hospital

in Gilbert in the early 2000's, this site was under consideration as a location for the hospital. The ultimate development of a competitor, Mercy Gilbert Hospital, across Val Vista created the Town's nexus for medical office uses. This has impaired the ability of the property owner to market this property for a medical office use, one of the larger uses allowed in the Regional Commercial category. There are still approximately 90 acres of undeveloped property immediately adjacent to the Mercy Gilbert Hospital. Until that land is developed, companies that are interested in locating near a hospital will understandably locate on the east side of Val Vista Drive.

Proximity to Schools: Another one of the impediments to the development of this property for typical RC uses is the proximity to Campo Verde High School and Quartz Hill Elementary School. Many of the permitted uses in the Regional Commercial land use category anticipate the sale of alcoholic beverages. The proximity of this parcel to both an elementary and high school render the westernmost 300 feet of the site as undevelopable for a retail or restaurant use that would serve alcohol on the premises. As detailed further below, the new atmosphere for retail development is heavily dependent on restaurant and entertainment uses.

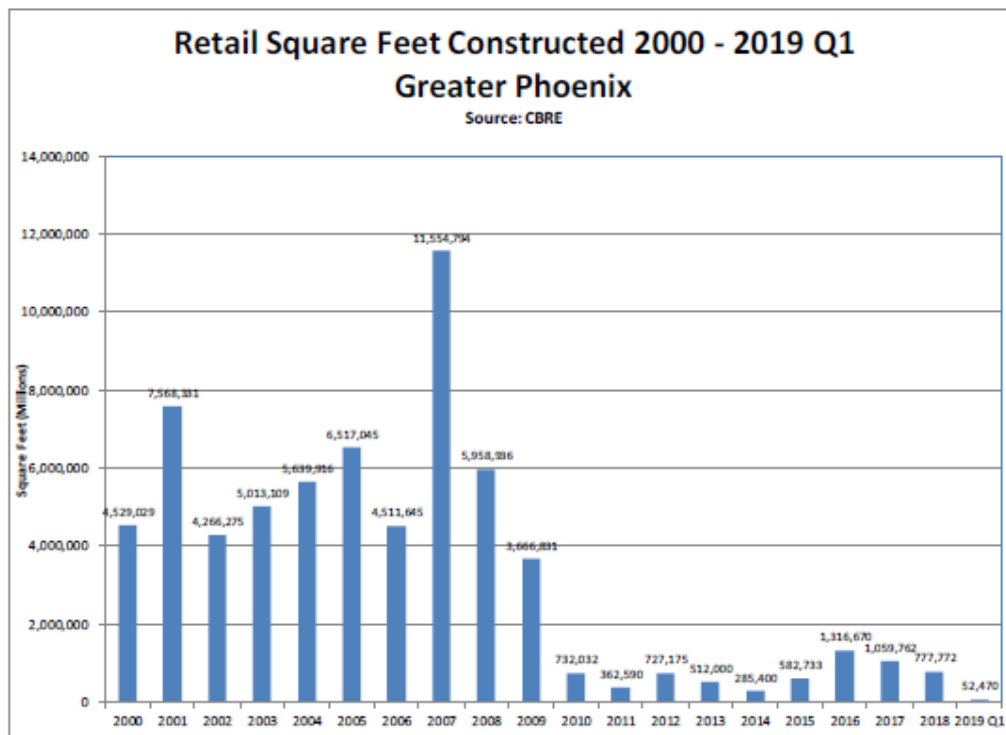
Changing Landscape of Retail Development: As further detailed in the *Apartment & Retail Market Analyses* provided with the application materials, developers have learned that there is a new reality in retail development that has resulted from structural changes in the economy. Some of the trends and challenges that have resulted from the last recession are shown below:

- a) **Domination:** Over the last few decades, retail in general became dominated by existing big box retailers and power/community shopping centers. Regionally, there are now limited opportunities for those types of developments and big box vacancy is a persistent issue as these retailers downsize or "shrimpbox" their space needs.
- b) **Obsolescence:** Retailing is constantly changing, resulting in some companies going out of business as others are entering the marketplace. Currently, restaurants and value-oriented retail are the most viable in the market and actively expanding.
- c) **Greater Phoenix is Over-Retailed:** Because of the region's tremendous history of growth, virtually all national retail chains want to be here, resulting in more retail space than is demanded by the population.
- d) **Consolidation:** As retail market conditions change, consolidation of companies within the industry occurs. This trend is particularly evident in the grocery store sector.
- e) **Internet or E-Commerce Sales:** E-commerce will continue to grow for the foreseeable future. This places more emphasis for development opportunities on restaurants, entertainment, and other experiential retail.

In 2007, the year before the recession hit, 11.6 million square feet of retail space was constructed in the Greater Phoenix area. This date coincides with the date of the rezoning of this property from Maricopa County Rural Residential to Town of Gilbert Regional Commercial, a zoning district that allowed both traditional retail as well as multi-family uses. At that time, this RC

Zoning District was considered to be a strategic decision by the property owner to capitalize on a growing commercial market. In hindsight, however, that choice was a miscalculation and overly optimistic of the ability of the market to continue growing at its pre-recession pace. Since 2010—nearly a decade since—only 6.4 million square feet of retail space has been completed in the Valley, which is one-half the total of the square footage built in the year 2007. This means that only an average of 700,000 square feet of retail was built per year after 2007. To put this reduced construction volume in perspective—if this site was developed using a typical Regional Commercial FAR of .25, nearly all of the annual retail square footage in the Greater Phoenix area constructed over the past decade could be contained on this single site. It is not only improbable, but unreasonable to think that the entire square footage of annual retail construction of the Phoenix Metropolitan area would be developed at this single location.

As shown in the graphic below, construction of retail space in the Valley over the past nine years nowhere near approaches the pre-recession level, nor is it anticipated to recover to that extent at any time.



In summary, 55 acres of Regional Commercial property at this location is just not viable—medical users, big-box users or smaller retailers are not able or willing to commit to the square footage necessary to make a Regional Commercial center successful at this location. Changing 15 acres of this RC property to a multi-family use still leaves approximately 40 acres of land located along major arterials for RC development.

B. How the proposed change is compatible with adjacent properties and other elements of the General Plan.

Typical land use patterns result in multi-family development occurring where there are buffers from traditional single-family residential uses and exist adjacent to other higher intensity uses. In this regard, the proposed location for Acero Val Vista is ideal in that it will be significantly separated from the traditional single-family residential communities that are closest to the site, and nestled among two schools, senior housing and a commercial parcel remaining on Val Vista Drive. The nearest single-family residential community is south of Germann Road. Known as The Villages at Val Vista, it is 1380 feet, or one-quarter of a mile from the development site. In addition to this site being ideal for multi-family from a land-planning viewpoint, it is ideal in this precise location in that it will provide a diversity of housing options to support employees of major employers along the 202, as well as provide workforce housing for the employees of the hospital and related medical offices across Val Vista Drive and residents who utilize the development of the RC uses south of this site.

C. Any unique physical characteristics of the site that present opportunities or constraints for development under the existing designation.

The site is flat and unremarkable in its topography and unencumbered by any physical impediments to its development. There are legal impediments to the development of this property for typical regional commercial uses—many of the permitted uses in the Regional Commercial land use category anticipate the selling of alcohol in restaurants. The proximity of this parcel to both an elementary and high school render the westernmost 300 feet of the site as undevelopable for a retail or restaurant use that would serve alcohol on the premises. As noted above, the new retail climate for development relies heavily on restaurant and entertainment uses.

D. Explanation on the availability of public utilities and services.

Public utilities are available to the site in the form of both water and sewer lines in both Quartz Street and Val Vista Drive. It is worth noting that with the development of Acero Val Vista, collector half-street improvements will be completed on both Melrose and Quartz Streets.

The proposed development will not place an undue burden on the traffic patterns in the immediate vicinity. Residents who need access to the 202 freeway will likely exit the community by making a right-turn onto Quartz Street and proceed to the traffic signal at Willis and Val Vista. As detailed in the *Traffic Impact Study* provided with the application materials, a traffic signal is currently warranted at the intersection of Val Vista and Melrose Street, and it is recommended that the Town install the signal accordingly. The addition of Acero Val Vista is expected to contribute a modest 2.0% an increase in morning traffic and 3.1% increase in afternoon traffic

when the project is built in 2020.

E. The proposed fiscal impact of future development based on the evaluation of projected revenue and the additional cost of providing public facilities and services to accommodate projected increases or decreases in population.

As detailed in the *Economic & Fiscal Impact Report* provided with the application materials, in primary revenue alone, the Town of Gilbert will see a benefit of over \$3,000,000 with the development of this project. This primary revenue includes construction, use and building permit/impact fees. Additionally, in secondary revenues like new resident spending and state shared revenues, the Town will receive an estimated \$386,000 per year.

Fiscal Impact Summary Acero Val Vista Apartment Homes Town of Gilbert (2019 Dollars)	
Construction (Over All Phases)	
<i>Primary impact</i>	
Construction sales tax	\$409,500
Use tax	\$18,000
Building Pmit/Impact Fees	\$2,900,000
<i>Secondary impact from employees</i>	
Employee sales tax	\$39,900
Residential property tax	\$27,700
State shared revenues	\$9,000
Total impact from construction	\$3,404,100
Operations (Annual at Buildout)	
Retail/R&B Sales Tax	\$73,000
Commercial Lease Tax	\$75,100
Utility Tax	\$9,600
Property tax	\$41,500
State shared revenue (residents)	\$185,800
<i>Secondary impact from employees</i>	
Employee sales tax	\$590
Residential property tax	\$590
State shared revenues	\$140
Total annual impact from operations	\$386,320
<small>NOTE: All of the above figures are representative of the major revenue sources for the Town. The figures are intended only as a general guideline as to how the Town could be impacted by the project. The above figures are based on the current economic structure and tax rates of the Town.</small>	
<small>Sources: IDM Companies; EDPCo; IMPLAN; ADOR; ATRA</small>	

If Acero Val Vista develops as proposed, it is projected to have a population of 626 residents. (1.75 persons per household; Maricopa County average apartment HH size) With the Town's current population of 245,000, the addition of 626 residents represents only a 0.0025 percent increase in population. This is a negligible increase and will have an imperceptible impact on the continued ability of the Town to provide facilities and services to its residents, especially

given the revenue stream projected to be realized from the development of Acero Val Vista.

F. How the proposed amendment affects the ability of the community to sustain the physical and cultural resources, including air quality, water quality, energy, natural and human-made resources necessary to meet demands of present and future residents.

The proposed amendment does not diminish the ability of the Town to sustain its physical and cultural resources. If this proposed amendment is approved, the resulting increase in population in the Town will have an inconsequential impact on air or water quality, natural or human-made resources. The Town of Gilbert is a beautiful and sustainable community that provides great neighborhoods for its residents. By contributing to the diversity of housing options in this area, the proposed residential community will serve to enhance, not detract from the Town of Gilbert's ability to continue to serve as one of the country's best cities in which to live.

Zoning Analysis

As proposed, Acero Val Vista will be developed with 328 dwelling units at a density of 22.0 DU/AC. This density falls squarely within the prescribed density of 14-25 DU/AC in the MF/M zoning district. As shown on the development standards table provided as Appendix A of this narrative, there are no deviations from the Town's Land Development Code requested with this application. Accordingly, we are seeking a conventional rezoning of the property. Moreover, this proposed development will be compatible with the surrounding structures and uses including the assisted living and active adult communities to the north, and the educational uses to the west. As previously discussed, this location presents an ideal opportunity for multi-family development in the Town of Gilbert.

Neighborhood Outreach

Pursuant to the procedures outlined in the Town's Land Development Code, the applicant, developer and property owner held a neighborhood meeting on October 16, 2018. Seven neighbors attended along with members of the development team and a representative from the Town's planning staff. A summary of the meeting has been included with the application materials. Questions asked at the meeting focused primarily on buffering techniques and the proposed quality of the development.

Conclusion

When approved, the requests discussed in this narrative would allow for the addition of a new, multifamily residential community located at an ideal location in The Town of Gilbert, while preserving a viable amount of commercial property on the arterial roadways. The applicant, developer and property owner look forward to receiving input on this application and working with Town staff to implement a realistic land use on this property.

Exhibit A
Multi-family Medium (MF/M) Development Standards

Standard	Required- MF/M	Proposed- Gilbert Commons
Minimum Parcel Area	20,000 s.f.	584,450 s.f.
Minimum Net Land Area Per Unit	1,700 s.f.	1,781 s.f.
Maximum Net Land Area per Unit	3,100 s.f.	3,100 s.f.
Maximum Height	40 feet	40 feet
Perimeter Building Setbacks:		
Front (Quartz St)	30'	30'
Side (non-residential)	20'	20'
Rear	20'	20'
Minimum Perimeter Landscape Areas (Depth in Feet):		
Front (Quartz St)	20'	20'
Side	20'	20'
Rear	20'	20'
Building Separations:		
Single or two story	20'	20'
Three Story	20'	20'
Private Open Space per unit	60 s.f. (no dimension less than 6')	87' -148'
Common Open Space (Net) Amenity Requirements	40% of net site Pool with at least 1,000 s.f.	40.32% Pool: 1,125 s.f.
Children's Play Area	400 s.f.	400 s.f.

Parking Analysis- 328 Dwelling Units		
	Spaces Required	Spaces Provided
1 Bedroom (1 per unit)	178	178
2+ Bedroom (2 per unit)	300	300
Guest Parking (.25 sp per unit)	82	
Total	560	618
Enclosed Parking (25% of total)	82	84
Covered Parking (1 per unit)	328	328
Uncovered Parking		206
Total		618